

5991735

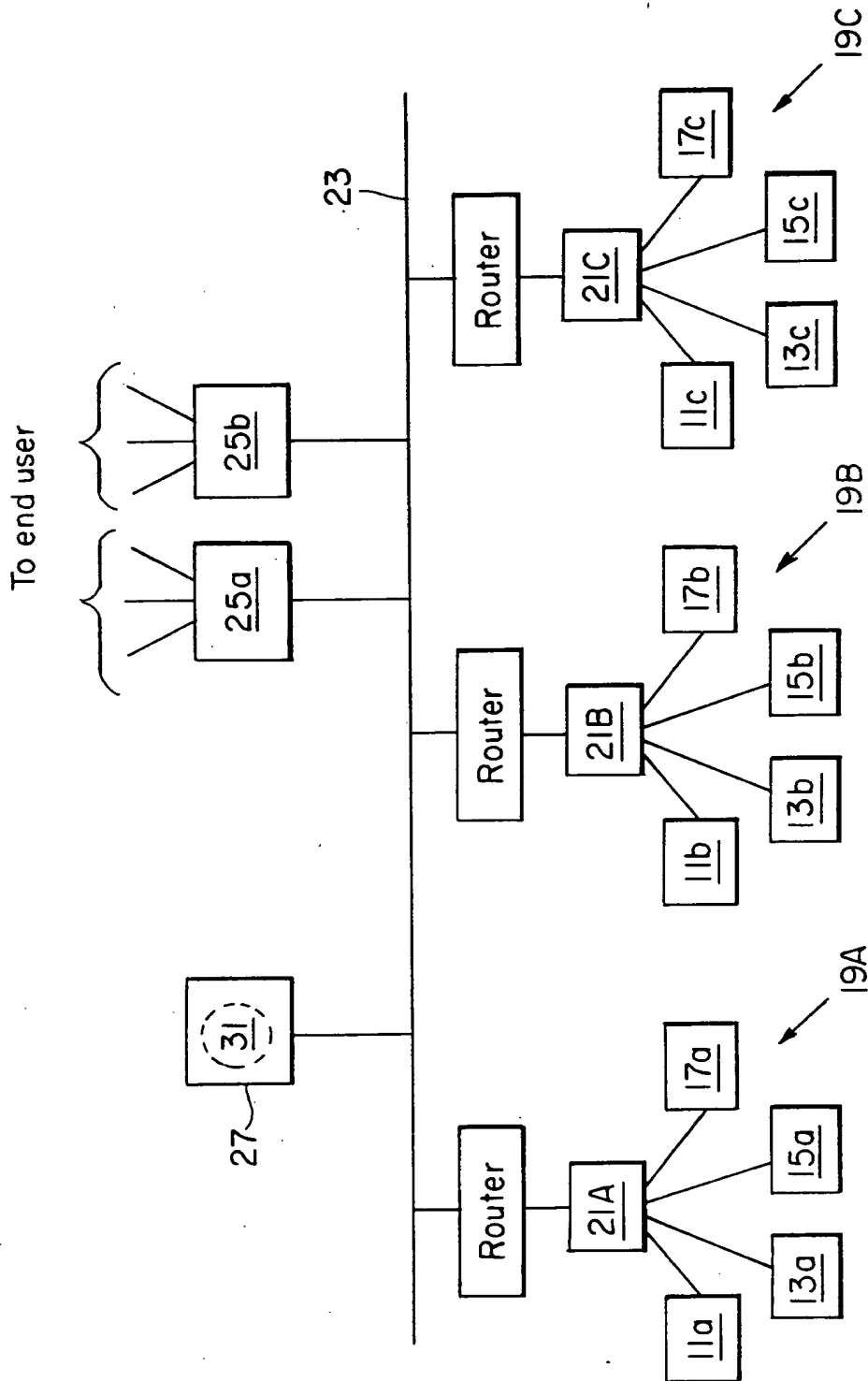


FIG. 1

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

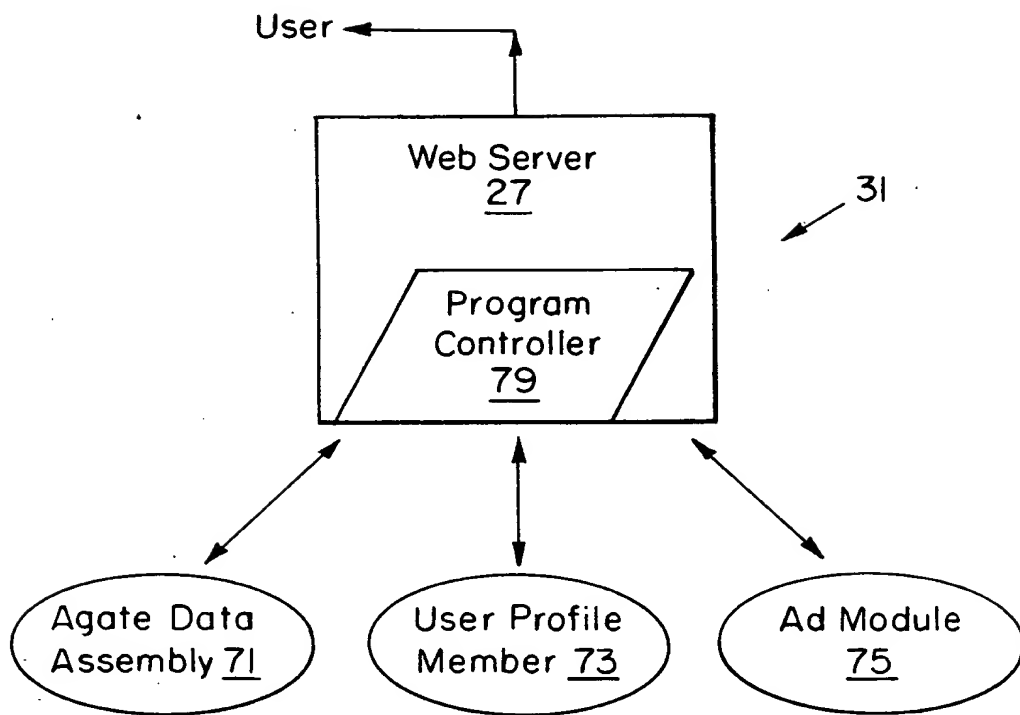


FIG. 2

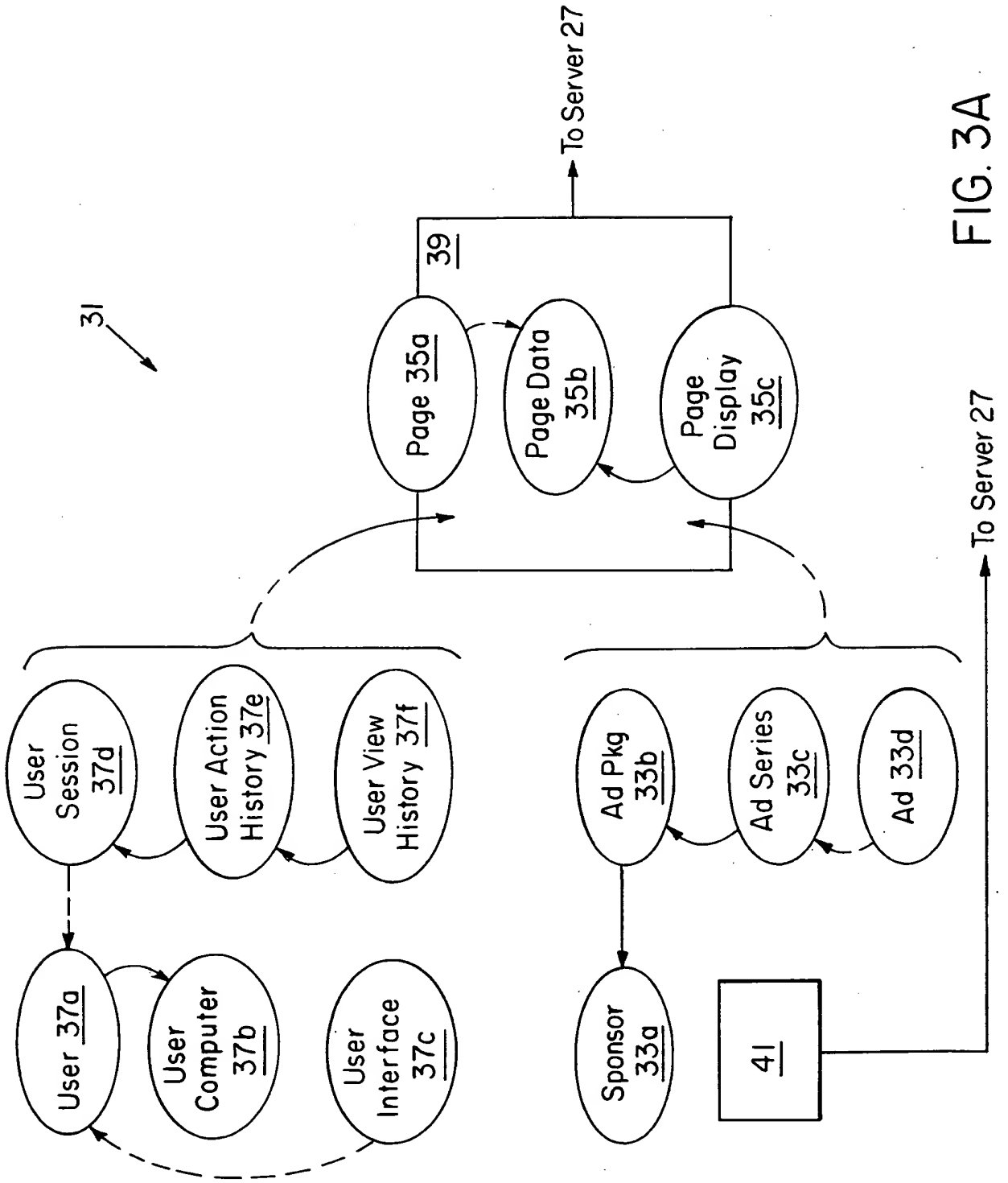


FIG. 3A

APPROVED	O.G. FIG.	
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User

37a

identifiers

- nickname
- password (optional)
- e-mail
 - forward all messages received to that user
- postal address
- phone
- credit card

attributes

- language
- geographic
 - country
 - home zip
 - work zip
 - home area code
 - work area code
 - cities of interest
- demographic
 - gender
 - age
 - income bracket (estimated or volunteered)
 - occupation (volunteered)
- lifestyle
 - language
 - smoker
 - orientation
 - lifestyle (vegetarian)
 - race
 - drinker
 - marital status
 - music
 - weight
 - height

Sponsor interest list (user choose from)

- DW
- Pepsi
- Coke

FIG. 3B

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APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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enabling technologies

(use/don't use flag for each for this user) Even if don't use, track presence for advertiser reporting.

helper apps list - can user hear audio,
video, what browser

plug-ins list

NLO list

persistent ActiveX objects

37b

FIG. 3C

User Interface Profile

User computer ID

categories

category display

37c

FIG. 3D

User Session

referring link

start datetime

end datetime

computer ID

browser type

37d

FIG. 3E

User Action History

action datetime

session ID

ordinal sequence identifier

page ID

object clicked ID

object position on page

*what was the context of the object that
precipitated the action*

1st, 2nd, 3rd item?

Right or left side

37e

FIG. 3F

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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User Viewing History

open datetime
 leave datetime
 ID
ordinal sequence identifier
 precipitating action ID
 related object ID
 item ID
 item orientation
 orientation relative to related object ID (either a page or
 an object). Must track each orientation separately, in
 case an ad encompasses an object.
 top
 bottom
 left
 right
 background


37f


FIG. 3G

Messages / Notices and Warnings

to user
 from user
 include identifier
 subject
 message
 ad package ID (optional, system choice if null; if designated ID
 is expired package, look for next package by advertiser. If
 none, system choice)
 Page ID (to forward a page reference)
 Link to additional info
 Messages will be sent either internally* or *through e-mail
 Notices and Warnings will always be sent internally and be
 duplicated through e-mail if possible.
 Delivery Date
 Read date (specific user read msg on date / time)


45


FIG. 4B

APPROVED BY DRAFTSMAN	O.G. FIG.	
	CLASS	SUBCLASS

User Homepage

Stock Table

portfolio

open

bid

ask

last

\$ change

52wk high

52wk low

p/e

Sports

Scores from previous 2-3 nights games in table

News

Weather

5 day forecast for local area

High

Low

Precip

5 day forecast for interested cities

Weather warnings if any for local or interested cities

Travel Schedule

Selected/purchased items that are coming within one week (Table showing options)

Specials advertised to areas of interest

Directory

Typically called numbers for an area (in a table, names are hotlinks for any with e-mail)

Messages

Classified replies

Personals replies

Real Estate replies

43

that will work from now at least in that part of the world.

FIG. 4A

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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Sponsor

33a

company name
 user IDs
 contact info (for users to contact our sponsors)
 phone
 e-mail
 URL
 Fax
 Mail
 account contact info
 phone
 e-mail
 URL
 Fax
 Mail
 IP Domain list
 Demographic profiling
 Type of business
 SIC Code
 SIC Industry name
 Size of company
 employees
 revenues
 earnings
 Location
 Local/Regional/National/Multi-national/Global
 Producer
 Publically traded (yes/no)
 Exchange listings
 Customized Report Configurations-Standard Reports per ad
 Packages included (default is all)
 Variables included
 Display preferences
 Include regression ?
 Graphical ?
 Show control group ?

FIG. 5A

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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Ad Package

33b

Sponsor ID
 Info for exact # purchases
 Number of Purchased Hits
 Number of Purchased Clickthroughs
 Info for scaled purchases (up to ...)
 Max Hits
 Max Clicks
 Start Datetime (if not present, active until end date)
 End Datetime (if not present, is active after start date)
 # hits (derived)
 # clicks (derived)
 pricing of ad package
 hit
 clickthrough
 order

FIG. 5B

Ad Series

33c

package ID
 intended demographic profile(s) list
 category (product/service)
 daily start time-hr. of day
 daily end time
 Display Days of week
 Start Datetime (if not present, active until end date)
 End Datetime (if not present, is active after start date)
 Max. series views per user
 Max. series views per user per day

FIG. 5C

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APPROVED BY DRAFTSMAN	O.G. FIG.	
	CLASS	SUBCLASS

33d



Advertisement

series ID (must be present for all ads in a series, or null for all if random display is desired)

series sequence

display characteristics

daily start time

daily end time

graphic ref's

multi-format

sound ref(s)

multimedia refs

X-type Refs (e.g. shockwave)

text-only format

FIG. 5D